Universidad Zaragoza

1542

Trabajo Fin de Grado

Brand image, social media and the effect of
influencers: Young adult's perception

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2019/2020

Título:	Imagen de marca, redes sociales y el impacto de los influencers: Percepción de los jóvenes-adultos.
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Degree:	Administración y Dirección de empresas (en inglés).

ABSTRACT

The aim of the present undergraduate dissertation is to analyze the concepts of brand image, social media, as well as the effect of influencers opinion and OCRs.

We want to observe if the presence of influencers has a remarkable impact in the brand image, as well as in the customers' purchase intention, specifically in young adults that are the type of customers that are most present in social media and seem to give special attention to influencers ' opinion and behavior.

For the analysis of this marketing research an experiment and a survey will be developed. Furthermore, these will provide information about the importance of the aforementioned topics for young adults.

RESUMEN

El objetivo de la presente tesis es analizar los conceptos de imagen de marca, redes sociales, así como el efecto de la opinión de los influencers y las reseñas online de consumidores.

Queremos observar si la presencia de estos influencers tiene un impacto notable en la imagen de la marca, así como en la intención de compra de los clientes, más concretamente en adultos jóvenes, los cuales son el tipo de clientes que están más presentes en las redes sociales y parecen dar especial atención a la opinión y el comportamiento de los influencers.

Para el análisis de esta investigación de mercado se desarrollará un experimento y una encuesta. Estos, proporcionarán información sobre la importancia de los temas previamente mencionados para los jóvenes adultos.

INDEX:

1.- Introduction:

The use of Internet has made a huge impact in our society. We live in a new networked and globalized world, which is connected through new information technologies. Thus, information technologies have caused important changes throughout society, making it possible to move from the industrial age to the age of networks. Letting us live in a world where everything is connected, there is no barriers in the scope of information sharing and we have in our hands extraordinary useful communication tools.

Consumers gain power in this scenario and the rules of distribution and marketing are changed.

The opinions that users make about the experiences they have with the already purchased products take on a great role. This fact also implies that the access to information by consumers has increased significantly.

Such is the impact of these aforementioned new technologies and social media that most of the brands have currently decide to invest a large part of their budget in online communication. The advantage of these tools from the point of view of brands is that their advertising campaigns can have more impact, as well as, the possibly of developing a precise audience segmentation.

With the appearance of new communication tools and social media, and the need of companies to be present in social media, a new factor has made its entrance in the purchase intention of consumers, the concept of "influencers".

An influencer is a person who has the purpose of communicating, usually in social media such as Instagram or YouTube. They are an information and communication tool as advertising or OCRs might be. They give their opinion about products, often collaborating with different brands.

We wonder how effective is this communication tool, which kind of people might pay more attention to these influencers and which kind of products are more followed by internet audience.

We want to study if the presence of these influencers in social media and their collaboration with brands has a remarkable impact in the brand image, as well as, customers' purchase intention. With this aim we will carry out an experiment and a survey, comparing how much these variables change depending on the communication

tool, whether an influencer or in the opinion of unknown consumers (online consumer reviews, OCR).

2.-Brand image:

In the current context of companies, they live in an environment that is characterized for the continuous competitiveness between them. This fact implies the necessity all the enterprises face of having some attributes that make them stand out from the rest. Companies compete to give good impression about their products and services in order to build a positive image about their brand in costumer's mind.

Brand image is the current perspective of the clients about a brand. It is the set of customers mental associations that conform the perception they have about the firm. These associations have to be strong, favourable and unique in order to build a positive brand image (Keller, 2013).

Associations are informational nodes linked to the brand node in memory that contains the meaning of the brand for consumers. (Keller 1998).

State that brand image is an important element in the process of customers 'purchase decision-making as a good brand image can positively impact on purchase intent. Also, it can help the company to specify those attributes that can make them stand out from their direct competitors. Customers deal every day with different types of products and services, so, brand image is primarily responsible for brand differentiation.

Furthermore, organizations increase their value and goodwill if they have a consistent brand image, as they can influence its customers purchasing behaviour.

Therefore, it is important for marketers to be able to stimulate customers 'image about the brand. Brand elements, marketing communication strategies and leveraging second brand associations are three valuable ways for creating a positive brand image (Keller, 2013).

According to Keller (1993) there are three important aspects of image: favourability, strength and uniqueness of brand associations. Moreover, the associations may be formed in one of the following categories: attributes of the product, benefits achieved from the product or attitudes towards the brand (Keller, 1993). Sources of image formation could

be either through direct experience with the brand or brand communication (Dobni & Zinkhan, 1990).

Basically, brand image describes the consumer's thoughts and feelings towards the brand.

Factors contributing to the development of brand image are: product attributes, the firm, the marketing mix, the individual perceptions of the brand, personal values, experience, type of brand users… (Dobni & Zinkhan, 1990).

Brand love

In relation with brand image, the concept of brand love appears. This concept has had a huge relevance in marketing since it was introduced by Shimp and Madden (1988). Brand love has been a topic of great interest for brand managers. This is due to the fact that customers can view a brand as an individual, so they can love a brand as they love a person (Ranjbarian et al., 2013).

When customers focus on the positive aspects of a company, and they love its brand, they usually express about that by using the positive WOM (word-of-mouth) communication, and this led them to make purchase decision toward the products and services of the company. (Study of Lo Chung, 2012).

3.- Social media and marketing:

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large". It begins at the organization and involves the creation, communication, and delivery of something of value to customers. (AMA, 2007) (Approved July 2013).

Summarizing, marketing wants to satisfy the needs and wishes of consumers in a profitable way, which includes satisfying them more efficiently and more effectively than the competition.

In recent years, online marketing relationships have revolutionized marketing because, in a sense, online sales provide a "new marketplace" in that there are new ways to receive information on products. A new factor of technological advances provides information from new sources in the online environment, such as social media.

The Internet has revolutionized marketing, not only as a new distribution channel, but also as a new information channel.

The online environment creates opportunities for both parties. On the one hand, customers have access to more products and suppliers, thus obtaining more valuable sources of information in order to make purchase decisions. On the other hand, organizations can expand their businesses into new potential marketplaces all around the world by using an online environment. One of the values created by online market platforms is that it knows no geographical or time limits; thus, it is more effective than traditional purchasing

Social media nowadays is among the best possibilities available to an item to get in touch with potential customers. Some popular social media websites are: Facebook, YouTube, Twitter and Instagram.

For companies it symbolizes a marketing and promotion opportunity that transcends the standard middleman and connects companies directly with clients.

The meaning of the word 'social media 'can be derived from two terms which constitute it. Press generally relates to marketing and the interaction of ideas or details through publications/channels. Community implies the connections of people within a team or group. Taken together, social media basically relates to communication/ publication systems which are produced and sustained by the interpersonal connections of people through the specific method or device.

There are two advantages of social media that are essential for companies, cost decrease by decreasing staff time, and increase of probability of revenue creation. Furthermore, social media allow companies to share their skills and information, tap into the wisdom of their customers and enable clients helping clients (Robi Axiata, 2016).

Social media can be used to provide an identity about the companies and the items or solutions that they provide. It also can be useful for creating connections with those who might not otherwise know about the items or support or what the companies represent. It creates companies "real" to customers. If they want people follow them, they need not just talk about the newest item information, but discuss their character with them.

In conclusion, social media can be used to connect and provide the connections that customers look for. Any website which allows customer to discuss their material, views, views and motivates connections and group developing can be classified as a social media.

Social media communication

Social media promotion consists of the attempt to use social media to persuade those who want to find items and or/solutions worthwhile.

Significantly different from conventional promotion methods, Community Press Marketing (SMM) offers three distinct advantages. (Robi Axiata, 2016).

The first advantage is that it provides a window to marketers to not only present items and/or solutions to clients but also to pay attention to customers 'suggestions.

The second advantage is that it allows marketers to recognize various professional categories or influencers among various categories, which in a future can help the brand to gain presence in this environment of social networks.

Finally, all of the aforementioned is done at nearly zero cost, as most of the social media websites are free.

According to Sajid SI (2016), social media promotion allows in:

- Generating exposure to companies.

- Increasing traffic/subscribers.

- Building new organization partnerships.

- Development of internet search engine results positioning positions.

- Generating qualified brings due to better prospecting projects.

- Selling more solutions and items.

- Reduction in overall promotion expenses.

The part of social media in promotion is to use it as an interaction device which creates the companies available for those who already know and enjoy their products or services and creates these products or services noticeable to those that don't know it yet. It should be used as something which creates a character behind their item and creates connections that they otherwise may never achieve. This creates not only repeat-buyers, but client commitment.

In relation with the first topic, brand image, we can observe a direct relationship between brand image and social media. Usually, consumers think that brands are more reliable if they appear in social media. Nowadays, it is known that if a brand wants to have a huge impact on consumers it has to be present in social media such as Facebook or Instagram. Apart from the fact that it needs to have an online website. These have been seen in the "Observatorio de Marcas en Redes Sociales" of IAB (Interactive Advertising Bureau) of Spain in 2017 and continue to be a relevant fact.

Among the different sources of promotion in social media stand out publicity such as sales force, public relationships and the already-mentioned WOM. For our topic of interest, we will focus on electronic WOM (eWOM) in which we can find OCRs and influencers.

4.- Influencers, OCRs and their effect on customers purchase intent:

Nowadays, people's lifestyles have undergone a lot of changes with the advent of the Internet.

The development of the online environment gives marketers the opportunity to determine the factors which influence consumers 'intent to purchase and helps them to understand the actors that play a role in online relationships. New actors such as influencers, experts, and online consumer reviews (OCRs) enter in the scene and they seem to affect purchase behaviour.

OCRs

Online customer reviews (OCRs) have become a primary source of product information and this has resulted in a significant impact on consumer purchase decision making (Elwalda, Abdulaziz, 2016). This type of reviews refer to opinions posted and shared on online websites or social media by users who have already tested the products they are mentioning. The quality of information shared by other users via websites refers to its relevance, accuracy, credibility and usefulness, among other aspects (Filieri, 2015).

We can claim that this tool is a derivative of the conventional WOM (word-of moth). Traditional WOM provides product information from the user perspective, but with the huge amount of use of Internet, appeared the so-called electronic word-of-mouth (eWOM) which can be measured easier than traditional word-of-mouth as comments and opinions on a product are written and available on websites or social media. Furthermore, some online platforms allow customers to control those reviews giving them the possibility to decide those comments to be shown or not.

According to Wagenheim and Bayon (2003) people who switch brands as a result of a referral are more loyal and tend to be more satisfied with the products.

The problem for brands is that people will give their opinion about products and companies whether the firm likes it or not, and there are little firms that can control this exchange of information.

Influencers

An Influencer is a person that features with certain credibility about a specific topic, and because of their presence and influence in social media it could be an interesting prescriber for a brand (40 de fiebre, 2014).

Characteristics of influencers:

These so-called Influencers have some aspects in common that we can summarize in the following characteristics:

1.- Trust: they create a bond of trust, closeness and familiarity with their followers by a continuous and close interaction with them through posts and publications.

2.- Communication: they have the ability to communicate in a friendly way; being clear, natural and easy to understand.

3.- Experience: they always give their opinion based on their personal experiences which is directly relations with the first point because it helps to create the already-mentioned bond of trust with their followers.

4.- Attractiveness: all of them create posts and spread information with eye-catching content. Attractive content has more possibilities of obtaining a positive response.

5.- Credibility: finally comprising all of the previous characteristics by their experience and the bond of trust created with their followers they obtain a state of credibility. People that visits and keep an eye on their posts expect that their publications are true.

In conclusion we can claim that they communicate in a unique and personalized way to an audience that respects and admires them.

Classification of influencers:

We have taken as reference point the classifications of Internacional de Marketing, Digital Business School, *Mavrck, All-In-One Influencer Marketing Platform* and *Sophiadigital* webpage and from those classifications we have created our own.

1.- Celebrities:

This type of influencers is composed by the group of actors, athletes, singers, or anybody of success with a large number of followers. Their advantages are the number of people that follow them, thanks to whom they can obtain a huge visibility.

Even-though, it is important to highlight that these celebrities are famous because of their qualities not due to their lifestyle.

2.- Bloggers or VideoBloggers:

They are trendy people for brands that stand out the most in the *millennial* public. These are the type of profiles that we can find on social media such as Instagram with the called *instagramers* or in YouTube as the well-known *youtubers*. Furthermore, we can find this type of influencers in blogs, as their name shows, as *bloggers;* mostly with topics related to fashion, lifestyle, healthy habits, food, traveling…

The clear advantage of the bloggers is the influence they have in people, because the public that visits this type of influencers do so because of what they do, their life, their preferences, to know how they look, what they wear, where they go, where they shop… in order to catch up with the new trends.

3.-Opinion leaders:

People with a huge visibility, they make recommendations to their followers without expecting anything in return.

4.- Explorers:

They frequently look for information and new trends on the internet. In that way, when they find some brand or innovative product that they are interested on, they usually share their opinion with their followers.

5.- Consumers:

They look for trying new products and services, and later, they give their opinion about them. They give their opinion in both situations, when the experience has been positive and when it has been negative.

6.- Reporters:

Reporters are the ones that inform their followers in a constant way of all the news of a specific brand or product.

Furthermore, according to Gottbrecht from the Mavrck enterprise (2016) marketers should know the following three different types of influencers according to their reach: mega-influencers, macro-influencers and micro-influencers.

In *Illustration n.1* we can observe the characteristics of these groups depending on different variables such as the number of followers, engagement (percentage of commitment of audience per post), resonance (ability to drive desired action from audience) and the motivation that led them to develop promotions and collaborations.

Illustration 1: The influencer marketing cheat sheet

Source: Liz Gottbrecht; October 18, 2016

Benefits of influencers for brands

Social media influencers are first explored in the advertising field, particularly to create excitement in the younger markets and further expand social media coverage in businesses.

Based on the tenets of influencer marketing, companies generally invite social media influencers such as bloggers with thousands of followers in their social media accounts as their brand ambassador (Tapinfluence 2017).

Messages proclaimed by social media influencers are often perceived as more reliable and compelling to consumers, and have been substantiated by 82% of followers' polls, in which consumers are reported to be more likely to follow their favourite influences' recommendations (Talaverna 2015).

Compared to celebrity endorsement promotion strategy, the use of social media influencers is regarded as more credible, trustworthy and knowledgeable due to their amiability in building rapport with consumers (Berger et al. 2016), especially for businesses that target the younger generations.

5.- Market research: experiment and survey:

We wonder which tool influences more the brand image perceived by potential customers, whether the OCRs or the influencers opinion and by doing so if they affect their purchase intention.

Furthermore, we wonder if this influence depends as well on the type of brand, if being a well-known brand versus and unknown brand is relevant. With this aim we carry out a 2x2 experiment, with 4 experimental groups.

This experiment will be developed analysing a pair of sneakers. For the manipulation of the source of information (whether it is advertised by an influencer or there exist some OCRs) we have informed that the sneakers are recommended by four influencers, two females and two males vs. a webpage of the products.

These influencers are:

-Aretha Fusté: @arethalagalleta, who counts with 499 thousand of followers.

-Teresa Sanz, known as Teresa Macetas: @teresa_sanz, having 206 thousand of followers.

-Daniel Illescas: @danielillescas, who has reached the amount of 1 million followers.

-Pelayo Díaz: @pelayodiaz, who also counts with more than 1 million followers.

For the manipulation of the brand, the first product belongs to a well-known brand, Converse All Star, while the second product belongs to an unknown producer, which seems to be as trendy as Converse with a similar design but which is not from a stand out brand.

We are going to analyse it for a sample of intensive social media users. So, according to the AIMC (Asociación para la Investigación de Medios de Comunicación), we will concentrate on a population between 18 and 44 years old (Annex 6: Age of population).

We will use a questionnaire to measure the different dependent variables, as well as other variables that we will use to control that all the groups are homogeneous. In addition, the questionnaire can be seen in Annex 5: Survey, as well as, the different advertising posters used as manipulations of the experiment which can be seen in Annexes 1 to 4.

Analysis of the results obtained from the experiment

First, we analysed if the different groups had similar characteristics referred to the sources of information they use when buying on the Internet (question number.1), the importance they give to buy clothes of a reputated brand (question number.2) and their use of social networks (question number.3), and their affinity with influencers (question number.4).

In this way, we would know if the four groups are homogeneous between them.

Surveyed people's personal interests related with fashion and social media:

1.- Spanish: Indica tu grado de acuerdo o desacuerdo con la siguiente afirmación: "Cuando compro artículos de moda, como ropa o zapatillas, ya sea online o en tienda física, siempre consulto antes en Internet opiniones de…"

English: Indicate your degree of agreement or disagreement with the following statement: "When I buy fashion items, such as clothing or sneakers, either online or in a physical store, I always search for the opinions of …"

      1.- Influencers

      2.- OCRs

      3.- Blogs

      4.- Fashion experts

Through this question we wanted to discover if young adults have Influencers as reference or they prefer to trust other customers opinions in a escale from 1 to 5, being 1=hardly ever and 5=always.

Graph 1: Question number 1 of the survey
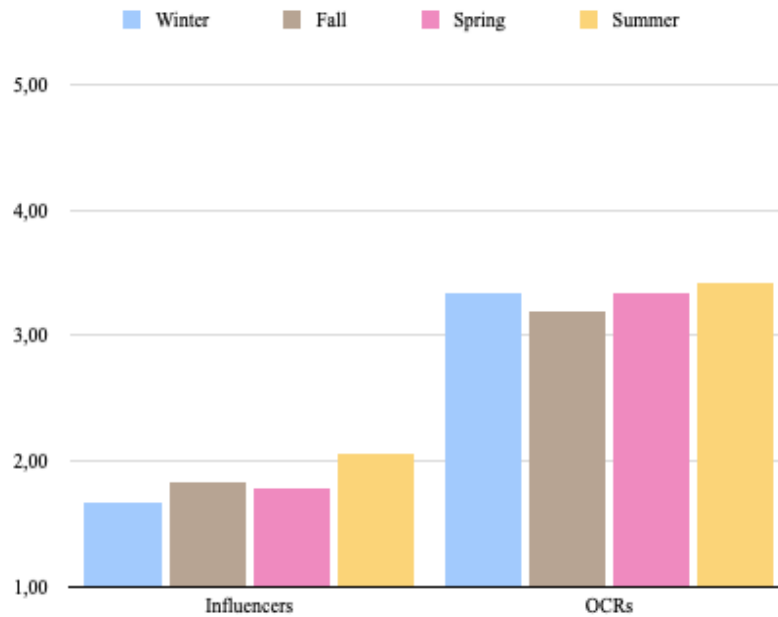
Source: own elaboration

As we can see in *Graph 1* all the groups are homogeneous. The four different groups have given a mark around 2 out of 5 to the item "Influencers" and a mark around 4 and a half out of 5 to the item "OCRs".

This means that all of the groups prefer to search for opinions of previous customers (OCRs), which means that they rely more on the information given by OCRs than Influencers.

2.-Spanish: Indica tu grado de acuerdo o desacuerdo con la siguiente afirmación: "Cuando compro un artículo de moda, como ropa o zapatillas, doy importancia a que estos sean de marca"

English: Indicate your degree of agreement or disagreement with the following statement: "When I buy a fashion item, such as clothing or sneakers, I give importance to the fact that they are branded"

This question had the aim to discover if people bear in mind brand image at the time of buying fashion items.

As we can see in *Graph 2*, the groups are also homogeneous regarding this topic. The arthicmetic mean in all the four different groups in this question is around 3 points out of

5. This means that most of the people are indifferent or prefer a product to be of a well-known brand.

Graph 2: Question 2 of the survey
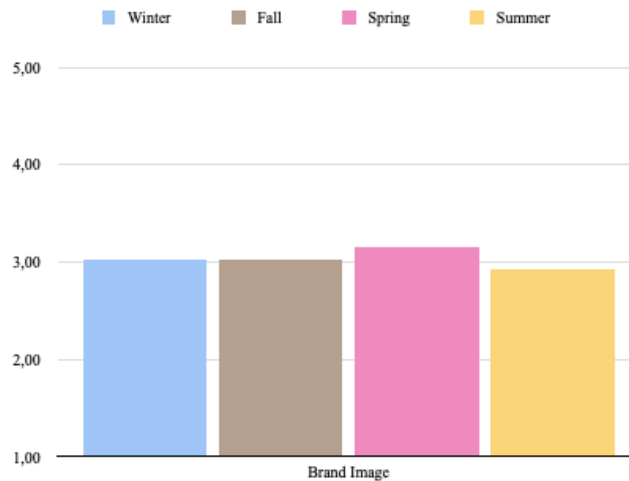
Source: own elaboration

3.- Spanish: ¿Con qué frecuencia sueles utilizar las siguientes redes sociales?

English: How often do you usually use the following social networks?
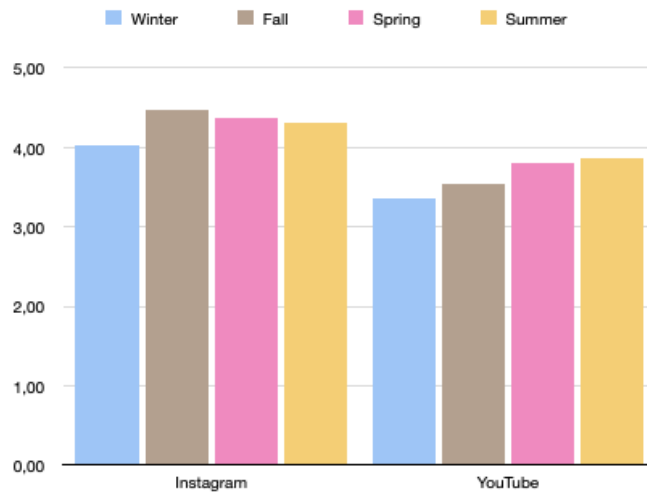
      Facebook

      Instagram

      Twitter

      YouTube

The social media in which Influencers are most present are Instagram and/or YouTube. So those are the ones we are going to analyse in order to know if the groups continue to be homogeneous.

Graph 3: Question number 3 of the survey

Source: own elaboration

As we can observe in *Graph 3* above the means of the four different groups regarding both social media mentioned is quite similar. Focusing on Instagram we observe a mean around 4-4.5 out of 5 in the four different groups. On the other hand, focusing on YouTube we observe a mean around 3.5-4 out of 5.

For further information, it is interesting to know that Instagram was the social media most used as 128 (61,54 % of the interviewees) uses Instagram on a daily basis. On the other hand, Facebook is the social media less used, 109 interviewees (52,40%) claimed to hardly ever used it giving it a score of 1 out of 5.

4.- Spanish: Indica tu grado de acuerdo o desacuerdo con la siguiente afirmación: "Sigo a influencers y/o estoy pendiente de sus publicaciones en redes sociales"

English: Indicate your degree of agreement or disagreement with the following statement: "I follow influencers and / or I am pending their publications on social networks"

Graph 4: Question. Number 4 of the survey
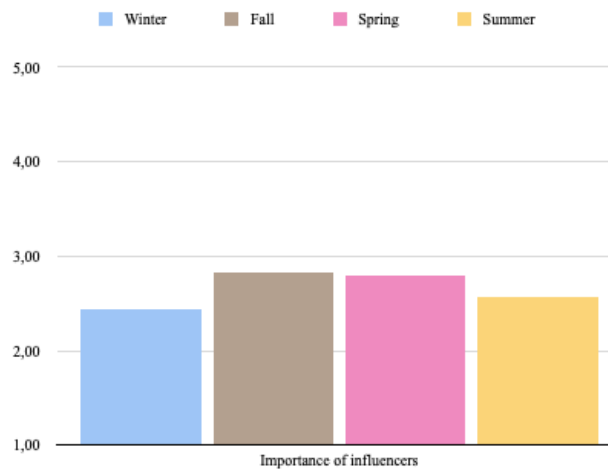
Source: own elaboration

Once again, the mean in the four different groups is really close. So, in conclusion, we can claim that the four groups are homogeneous.

In this case the means of the four different groups are around 2.5 out of 5.

This shows as that even-though Influencers are present in the social networks mentioned in the previous question, the surveyed people do not usually follow them or pay too much attention to their posts as we have already observed in question 1.

Information about the surveyed people:

1.-Gender

The majority of the interviewees are women, this is due to the fact that nowadays the gender that tends to be more present in social media following people such as influencers or fashion experts are women. Day by day the number of men that use social media to watch fashion content is growing but we can still claim that 1/4 of the population that do so are men, while 3/4 of the population are women.

We can see in Illustration 2 below the division regarding gender. As we can observe this rule of 1/4 of the population being men is not fulfilled in all different groups of the experiment. In winter we observe that the number of women and men is similar. This is a fact that we will take into account at the time of analyzing the results of our experiment.

Illustration 2: Gender; Question number 5 of the survey

	MEN	WOMEN	TOTAL
Winter	23	26	49
Fall	14	39	53
Spring	15	39	54
Summer	17	39	56

Source: own elaboration

2.-Age

Our aim was to obtain answers of young adults between 18 and 45 years old.

In that wat the number of interviewees in this range of age will be greater than the rest:

The number and percentage of people of each age in our sample can be shown as:

Age 18-23: 147 (70,6%)

Age 24-31: 30 (14,42%)

Age 32-38: 9 (4%)

Age 39-45: 22 (10,57%)

3.- Season of the year in which they were born:

This question was a mechanism in order to assign a questionnaire to each interviewee randomly.

This question had the objective of developing a random homogenization of the groups.

Depending on which season the interviewee was born he will be redirected to a different questionnaire (*Annexes from 1 to 4*), in that way we can make sure that in all the groups there are women and men, people who bear in mind brand image, take into account other customers or Influencers opinion and use several social networks, etc.

Advertisement:

In this section, the interviewee observed one of the four posters we have designed depending on which season they were born as we have previously explained. The division was made through the following classification:

Winter	Customers recommendation of an unknown brand of shoes called Trendy.
Fall	Customers recommendation of the well-known Converse All Star shoes.
Spring	Influencers advertising the well-known Converse All Star shoes.
Summer	Influencers advertising an unknown brand of shoes called Trendy.

In addition, the four posters were followed by the subsequent indication:

Spanish: "En esta sección me gustaría hacerte unas preguntas sobre el producto que aparece en el siguiente cartel. Por favor, míralo con detenimiento y responde con sinceridad a las preguntas."

English: "In this section I would like to ask you some questions about the product that appears in the following poster. Please look at it closely and answer to questions honestly".

And the interviewees had to answer in a scale from 1 to 5 indicating their degree of agreement or disagreement to nine different questions.

In that way, each group saw a different manipulation of the experiment and the questions were asked in order to measure their perception of brand, brand image, purchase intention, intention to recommend the product and perception of the personality of the brand.

If we focus on the results dividing them in each question, we can observe the following:

1.- The sneakers are of good quality.

This graph shows us that people think that "Converse" are of better quality than "Trendy", so they give importance to the brand image. Furthermore, they have thought that the sneakers were of better quality if they were of a well-known brand as "Converse" and they could observe previous customers' opinions rather than if the sneakers were of an unknown brand and advertised by Influencers.

Graph 5: Arithmetic means; Question number 8.1 of the survey

Source: own elaboration
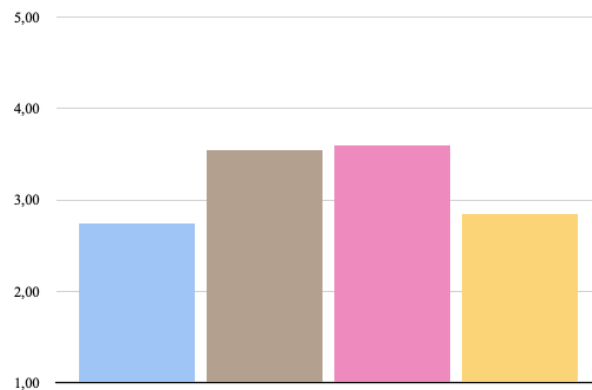
2.- The sneakers have characteristics that other brands do not have.

Graph 6: Arithmetic means; Question number 8.2 of the survey
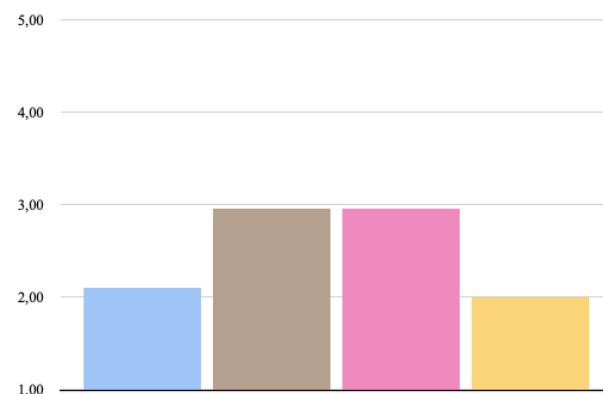
Source: own elaboration

In this question we can observe that the sneakers "Trendy" were considered to have characteristics similar as other brands. This fact could be as the design of "Trendy" is similar to "Converse All Star" shoes.

3.-The sneakers in the ad are designed for people like me.

Graph 7: Arithmetic means; Question number 8.3 of the survey
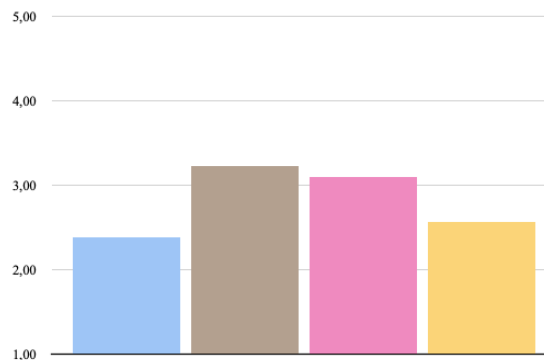
Source: own elaboration

This graph shows us that people think that "Converse" are more design for them than "Trendy".

Furthermore, they have thought that the sneakers were of design for them if they were of a well-known brand as "Converse" and they could observe previous customers' opinions rather than if the sneakers were of an unknown brand and advertised by Influencers.

4.-I would talk about these sneakers with friends, family on social networks.

Graph 8: Arithmetic means; Question number 8.4 of the survey
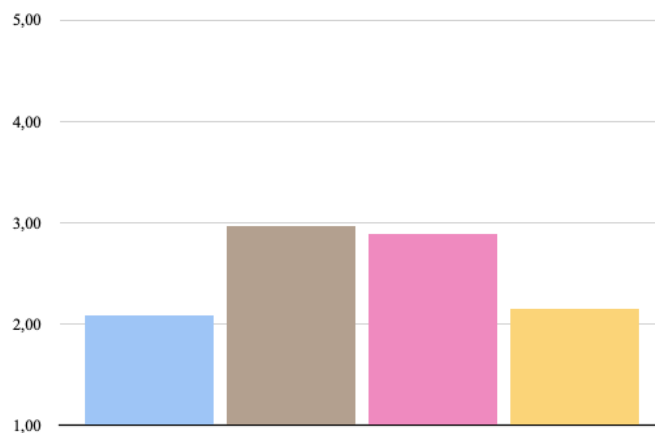
Source: own elaboration

In this part of the questionnaire we observe that people that have seen the sneakers "Trendy" would talk less about them, without taking into account if the sneakers have been advertised by Influencers or have previous customers' comments.

Also, they would talk more about the sneakers if they were of a well-known brand as "Converse" and they could observe previous customers' opinions rather than if the sneakers were of an unknown brand and advertised by Influencers.

5.-If you asked me for advice, I would surely recommend these shoes to friends, family or social networks.

Graph 9: Arithmetic means; Question number 8.5 of the survey
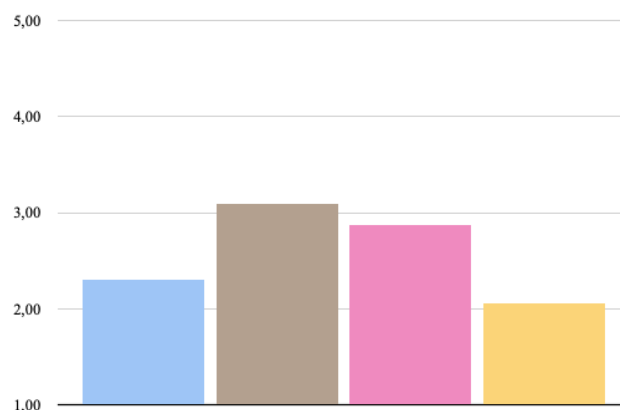
Source: own elaboration

We observe in this graph that people that have seen the sneakers "Trendy" would recommend them less than the people that have observed "Converse".

Also, they would recommend more the sneakers if they were of a well-known brand as "Converse" and they could observe previous customers' opinions rather than if the sneakers were of an unknown brand and advertised by Influencers.

6.-If I had to buy some "Converse" / "Trendy" it is very likely that I would buy the ones I just saw.

Graph 10: Arithmetic means; Question number 8.6 of the survey
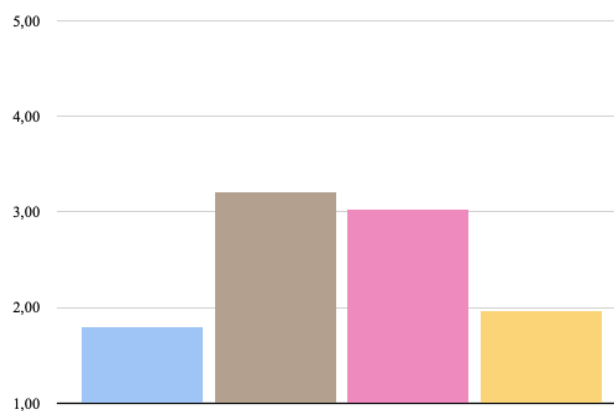
Source: own elaboration

We can observe in this graph that they would be more likely to buy the sneakers if they were of a well-known brand as "Converse" and they could observe previous customers' opinions rather than if the sneakers were of an unknown brand as "Trendy" and advertised by Influencers.

7.-The brand instils a personality that differentiates it from competing brands.

Graph 11: Arithmetic means; Question number 8.7 of the survey
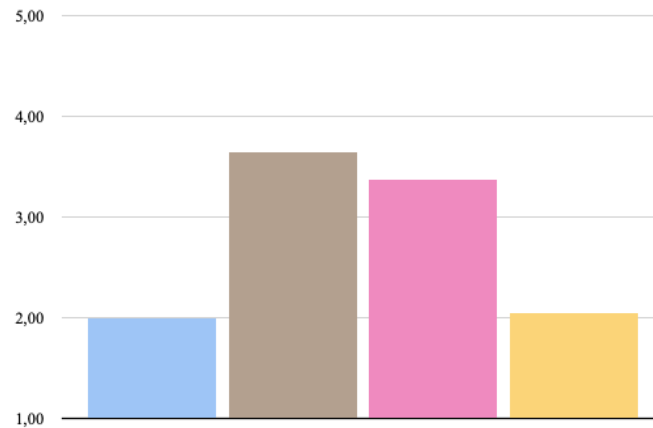
Source: own elaboration

In this question once again, we can observe that the sneakers "Trendy" were considered to not stand out from the rest of the brands. The majority of the surveyed people that saw the advertisement with the "Trendy" sneakers thought that they do not differentiate from its competing brands. This fact could be as the design of "Trendy" is similar to "Converse All Star" shoes.

8.-The brand is a brand that does not disappoint its customers.

In this question we observe a small difference. The marks of the brand "Trendy" have increased, so in general this sample of the population thinks that both brands would not disappoint its customers.

Graph 12: Arithmetic means; Question number 8.8 of the survey
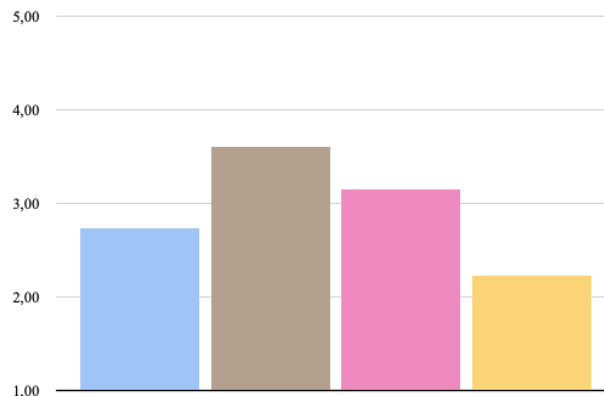
Source: own elaboration

9.-The personality that the brand instils influences my decision to choose it among the others.

Graph 13: Arithmetic means; Question number 8.9 of the survey
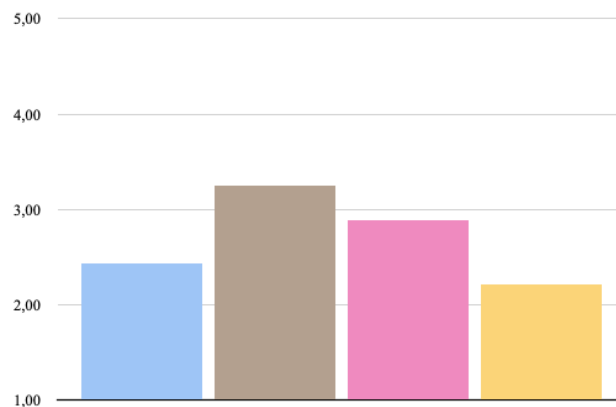
Source: own elaboration

Once again, we observe in this question that people that have seen the sneakers "Trendy" would choose them less than the people that have observed "Converse".

Furthermore, they would choose more the sneakers if they were of a well-known brand as "Converse" and they could observe previous customers' opinions rather than if the sneakers were of an unknown brand such as "Trendy" and were advertised by Influencers.

Conclusions

In summary, the differences we have observed, are due to the different treatments.

We can observe similar trends in each question.

On the one hand the surveyed people born in summer and winter, which are the ones that observed the experiments "Influencers advertising an unknown brand of shoes called Trendy" and "Customers recommendation of an unknown brand of shoes called Trendy" respectively; had given lower marks in each question.

On the other hand, surveyed people born in spring and fall which are the ones that observed the experiments "Influencers advertising the well-known Converse All Star shoes" and "Customers recommendation of the well-known Converse All Star shoes" respectively; had given higher marks to every question.

This fact means that the sample of population we have taken do give importance to brand image, as "Trendy" is an unknown brand and "Converse" is a well-known brand really popular between young adults.

Analysing the presence of Influencers, we can observe that the interviewees that saw the advertisement that include Influencers have given higher marks if the brand was an unknown brand. On the other hand, if the brand they saw was the well-known brand "Converse" the surveyed people trusted more the information given by OCRs rather than the opinions of Influencers.

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"Marco general de los medios en España". Date: 2020 (data from 2019).

7.- Annexes

Annex 1: Influencers advertising the well-known Converse All Star shoes.

Annex 2: Influencers advertising an unknown brand of shoes called Trendy.

Annex 3: Customers recommendation of the well-known Converse All Star shoes.

Annex 4: Customers recommendation of an unknown brand of shoes called Trendy.

Annex 5: Age of the population chosen for the experiment.

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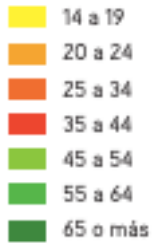
https://www.aimc.es/a1mc-c0nt3nt/uploads/2020/01/marco2020.pdf

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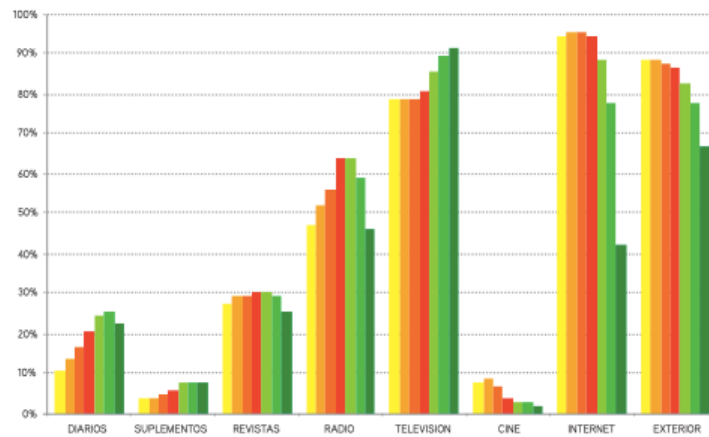
Annex 6: Survey.

Investigación de mercado:

Mi nombre es Marta Fuentelsaz, soy estudiante de la Universidad de Zaragoza. Estoy realizando una investigación acerca de la perspectiva de los jóvenes sobre las redes sociales. Me gustaría contar con tu ayuda contestando, con la mayor sinceridad posible, a este breve cuestionario.

IMPORTANTE: Pon en posición HORIZONTAL tu dispositivo móvil si vas a realizar la encuesta desde este.

Nota: Esta encuesta es completamente anónima y la información recopilada va a ser utilizada meramente con fines académico.

Muchas gracias.

*Obligatorio

Preferencias

Esta sección tiene el fin de recopilar datos acerca de tus gustos con respecto a los diferentes tipos de compras (ya sean online o físicas) y tus referentes a la hora de comprar.

1. 1.- Indica tu grado de acuerdo o desacuerdo con la siguiente afirmación: "Cuando compro artículos de moda, como ropa o zapatillas, ya sea online o en tienda física, siempre consulto antes en Internet opiniones de..."

Marca solo un óvalo por fila.

	1 (Rara vez)	2	3	4	5 (Siempre)
Influencers	○	○	○	○	○
Reseñas de otros consumidores	○	○	○	○	○
Blogs	○	○	○	○	○
Expertos en moda	○	○	○	○	○

2. 2.-Indica tu grado de acuerdo o desacuerdo con la siguiente afirmación: "Cuando compro un artículo de moda, como ropa o zapatillas, doy importancia a que estos sean de marca"

Marca solo un óvalo.

	1	2	3	4	5	
Totalmente de acuerdo	◯	◯	◯	◯	◯	Totalmente en desacuerdo

Redes sociales

> Esta sección tiene la intención de recopilar información acerca de tus hábitos a la hora de hacer uso de las redes sociales.

3. 3.- ¿Con qué frecuencia sueles utilizar las siguientes redes sociales? *

Marca solo un óvalo por fila.

	1 (rara vez)	2	3	4	5 (siempre)
Facebook	◯	◯	◯	◯	◯
Instagram	◯	◯	◯	◯	◯
Twitter	◯	◯	◯	◯	◯
Youtube	◯	◯	◯	◯	◯

4. 4.- Indica tu grado de acuerdo o desacuerdo con la siguiente afirmación: "Sigo a influencers y/o estoy pendiente de sus publicaciones en redes sociales" *

Marca solo un óvalo.

	1	2	3	4	5	
Totalmente de acuerdo	◯	◯	◯	◯	◯	Totalmente en desacuerdo

Información

> Teniendo en cuenta que esta encuesta es completamente anónima, de cara a una mayor precisión en el estudio, me gustaría que por favor respondieses a los siguientes datos de información personal.

5. Sexo *

Marca solo un óvalo.

◯ Mujer

◯ Hombre

◯ Otro: _____

6. Edad *

Marca solo un óvalo.

◯ Entre 18 y 26 años

◯ Entre 27 y 35

◯ Entre 36 y 44

7. Indica en qué estación del año has nacido: *

Marca solo un óvalo.

◯ Primavera   *Salta a la pregunta 8*

◯ Verano   *Salta a la pregunta 9*

◯ Otoño   *Salta a la pregunta 10*

◯ Invierno   *Salta a la pregunta 11*

Anuncio "Converse"	Por favor, mira el siguiente cartel y responde con sinceridad a las correspondientes preguntas.

8. Indica tu grado de acuerdo o desacuerdo con las siguientes afirmaciones: *

Marca solo un óvalo por fila.

	1 (Totalmente de acuerdo)	2	3	4	5 (Totalmente en desacuerdo)
Las zapatillas "Converse" son de alta calidad	◯	◯	◯	◯	◯
Las zapatillas "Converse" presentan características que otras marcas no tienen	◯	◯	◯	◯	◯
Las zapatillas del anuncio están pensadas para gente como yo	◯	◯	◯	◯	◯
Hablaría de estas zapatillas con amigos, familiares o en redes sociales	◯	◯	◯	◯	◯
Si me pidieran consejo seguro que recomendaría estas zapatillas a amigos, familiares o en redes sociales	◯	◯	◯	◯	◯
Si tuviera que comprar unas "Converse" es muy probable que comprara las que acabo de ver	◯	◯	◯	◯	◯
La marca "Converse" transmite una personalidad que la diferencia de las marcas competidoras	◯	◯	◯	◯	◯
La marca "Converse" es una marca que no decepciona a sus clientes	◯	◯	◯	◯	◯
La personalidad que transmite la marca "Converse" influye en mi	◯	◯	◯	◯	◯